Why focusing on profitability is the wrong approach

This article is a follow up to reading Kelly’s Hager’s great article on profitability. I highly recommend reading it because you’ll learn (or be reminded) that: Focusing on the process, instead of the outcome, is beneficial toward reaching your goal. The work you do today sets up your career and income in the future. If you want to reach a goal, you must think backward and reverse engineer how to get there. Good strategic planning takes time. Now, as an entrepreneur who's built three profitable brands, I see two errors that are common among many business owners and professionals, not just real estate agents. First, you do not make more money by spending less. You might keep more money by spending less, but you absolutely do not make more. This is slightly...

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